

ASBP Weekly Media Report

A glance at the military blood program's online engagement for the week of October 31 – November 6, 2016



TOP PERFORMERS

Facebook

Army-Navy Blood Donor Challenge (Aberdeen Proving Ground blood drive announcement) (Nov. 1)

287 reactions, 23 comments, 37 shares



Twitter

Army-Navy Blood Donor Challenge (Aberdeen Proving Ground blood drive announcement) (Nov. 1)

621 impressions, 39 engagements



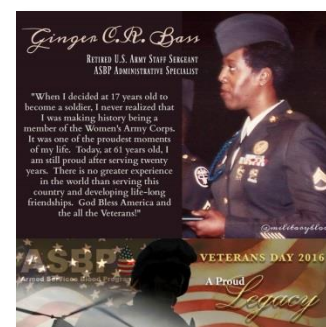
HOW DID WE DO?



WHAT ARE WE UP TO?

A Proud Legacy: ASBP Honors Veterans

All this week, the ASBP will honor the veterans of the military blood banking community. Follow us on [Facebook](#) and [Twitter](#) as we honor our vets. On Friday, Nov. 11, we will share a special message from our director, Navy Capt. Roland Fahie, on our [website](#). Join us as we “honor the millions of men and women who have served in the U.S. military and thank them for their commitment to the country and the freedoms we cherish.”



NEWSWORTHY CONTENT

Army Blood Program Expands Low-titer Type O Whole Blood Production

The ASBBC-PNW continues to excel by expanding its support of combat operations. The ASBBC-PNW provided its first shipment of five units of low-titer O whole blood to Afghanistan March 23. Since then, the ASBBC-PNW has shipped a total of 412 units, expanding from the original mission of seven units per week to 32. **Read more:**

<http://bit.ly/2fnGw9A>



“There is no greater experience in the world than serving this country ... God bless America and all the veterans.” — [Ms. Ginger Ross](#), retired U.S. Army staff sergeant and the ASBP administrative specialist.

KEEP AN EYE OUT FOR ...

- ASBP holiday campaign:** *Your Holiday Legacy* is about more than donating blood. It's about making sure ill or injured service members and their families are able to spend another holiday season with their loved ones. **Stay tuned for more soon.**